

Sustain Mid-Maine
Green Living Expo 2009

Date: August 5, 2009

Time: 12-5 PM

Place: Old CVS Building, 88-90 Main St. Waterville

Estimate of attendees: 200-250

List of vendors:

- Efficiency Maine
- ReVision Energy
- KVCAP
- Kennebec Home Performance
- Maine Environmental Education Program
- Maine Chapter of U.S. Green Building Council
- E-Waste Recycling Solutions
- Smart Energy
- Pine Tree Waste
- Francis Rodrigue, Energy Educator
- Chuck Lakin, Home Funerals

List of presenters:

- Jesse Pyles, Sustainability Coordinator at Unity College
- Cindy Thomashow, Director of Center for Environmental Education
- Ryan Herz, ReVision Energy
- Jenifer Richard, Vice Chair of U.S. Green Building Council Maine Chapter
- Melissa White, Organic Marketing Coordinator at MOFGA

ADVERTISING

Timeline:

July 29-	Sent in press release to Morning Sentinel
July 29-	Sent email to community events section of Morning Sentinel
July 29-	Sent newsletter to Sustain Mid-Maine members
July 29-	Posted event on city of Waterville's website and Facebook
July 30-	Called Morning Sentinel to follow up on press release
July 30-	Put posters up around town
August 3-	Spoke with reporter
August 4-	Article published
August 4-	Program finished and printed

Process:

Information about the expo is advertised with the Taste of Waterville event. Posters put up around town include date and time, as well as schedule of speaker presentations. Newsletter sent using Constant Contact to members of Sustain Mid-Maine included list of vendors, and detailed descriptions of presentations. Programs made to be distributed during event. Programs include one side of information about Sustain Mid-Maine, and other side with list of vendors and description of presentations.

Suggestions:

List of vendors and speakers finalized one to two months before event, in order to provide sufficient time for advertising. Work closely with the Mid-Maine Chamber of Commerce for advertising. Make sure the information they are publishing is correct; in 2009 the expo was advertised as a children's event. Put the posters up earlier and in more places around town. It is possible that interested vendors will contact Sustain Mid-Maine to ask for a table. Include the date on the program. Print the program earlier and have it available in public places, such as libraries, restaurants, Colby College, etc. Ask for bios and descriptions from the speakers once they agree to speak. The quicker you get all the information, the sooner the newsletter and information can be posted. For newsletters to members, mention the expo is a smaller section in early newsletters, and then send one closer to the event with more detail. Forward the newsletter to vendors and presenters a day or two before event, as a last reminder. Contact the newspaper a couple weeks before event so article is published earlier. If funds are available, post an advertisement for the expo a week before the event. Have event listed in community events section, call representative to follow up email.

VENDORS

Timeline:

June 30-	First contacted through email
July 7-	First follow up on with phone call
July 15-	Deadline for early registration
July 8-22-	Follow up with phone calls and messages
July 22-	Email reminder sent to all potential vendors to respond before deadline
July 24-	Deadline for final registration
July 27-	Sent letter explaining set-up and break-down to vendors

Process:

A vendor form was created to include information about the event, fees, and registration deadlines. The fees for tables were as follows, form explains that if problems exist with fee, please contact Sustain Mid-Maine:

	Early Registration	Final Registration
Non-profit	\$60	\$75
For-profit	\$75	\$100

Preliminary email was followed up with phone calls and messages. A list of potential vendors was created in Excel. Information included name, contact person, phone, email, dates contacted, response, and method of payment. This list was continually updated. If organization cannot attend, asked if they would like to send information to be displayed. After the deadline had passed, a letter was written to explain set-up and break-down.

Vendors that attended in 2009:

- Efficiency Maine
- ReVision Energy
- KVCAP
- Kennebec Home Performance
- Maine Environmental Education Program
- Maine Chapter of U.S. Green Building Council
- E-Waste Recycling Solutions
- Smart Energy
- Pine Tree Waste
- Francis Rodrigue, Energy Educator
- Chuck Lakin, Home Funerals

Organizations that sent information in 2009:

- EPA Energy Star
- Maine State Housing Authority
- MOFGA

Suggestions:

Use list of potential vendors that is attached, and contact more. Start emailing and calling earlier, to give more time for response. In the vendor form and request for attendance, be sure to mention the expo from last year. Keep calling and leaving messages. If the email address found on website is "info@", call to ask for a personal email address.

PRESENTERS

Timeline:

July 8-22-	Contacted potential presenters
July 28-	Finalized last presenter and set schedule
July 29-	Sent email confirming times of all presentations

Process:

Key organizations that would best educate the community were identified. A balance of the five groups was maintained when deciding on speakers. Speakers from these organizations were determined, and each speaker was asked to send a bio and a description of the presentation. Schedule and presenters were advertised on posters, programs, newsletters, and online. Write up sheet of bios and descriptions of each presenter for introductions during event.

Presenters from 2009:

- Jesse Pyles, Sustainability Coordinator at Unity College
- Cindy Thomashow, Director of Center for Environmental Education
- Ryan Herz, ReVision Energy
- Jenifer Richard, Vice Chair of U.S. Green Building Council Maine Chapter
- Melissa White, Organic Marketing Coordinator at MOFGA

Suggestions:

Decide on presenters before potential vendors are contacted. Vendors will be more likely to attend expo if there is an impressive list of speakers attending as well. Get bios and descriptions from each presenter earlier so that newsletters and programs can be distributed. Have speakers send power point presentations a couple days before event in order to check compatibility.

Purchase thank-you gifts for speakers.

BEFORE THE EXPO

Timeline:

June 18-	Reserved the space in the old CVS building
July 27-	Contacted Waterville Public Works to borrow tables, chairs, and extension cords
July 30-	Finalized contract
August 3-	Had tables, chairs, and extension cords from Waterville Public Works dropped off at old CVS building
August 3-	Borrowed projector, screen, and projector stand from Colby College
August 3-	Cleaned windows and vacuumed the old CVS building
August 4-	Borrowed table cloths from Sodexo Dining Services
August 4-	Completed floor plan
August 4-	Set-up tables and chairs with table cloths, and tested projector

Process:

The expo was held on the same day as the Taste of Greater Waterville event, which attracts approximately 13,000 people to the area through the course of the day. The old CVS building was reserved because it is a large empty space, although it is in need of repair. Tables, chairs, and extension cords were borrowed from the city of Waterville Public Works. A projector, screen, projector stands, and power strips were borrowed from Colby College. Floor plan was made to map out tables.

Suggestions:

The Taste of Waterville and the old CVS building may not be the right venue for the Green Living Expo. During the early afternoon, there are not many people at the Taste. It was suggested that the expo be held later in the afternoon from 4-8 PM. At this time, homeowners are off work and come down to the Taste; they would be more interested in the expo. It was also suggested the expo be held outside, to increase the foot traffic. However, this would not be possible at later in the evening. Contact the public works department earlier to make sure they have enough tables and chairs. If not, contact other venues to get any additional chairs and tables. When mapping the floor plan, mark the outlets and make sure the vendors who asked for electricity are near an outlet. Include the floor plan in the program, and post it on the doors.

DURING THE EXPO

Timeline:

- 10:00- Set-up for vendors starts
- 10:00- Put signs for "Green Living Expo" in windows
- 11:00- Set up information and Sustain Mid-Maine tables
- 11:00- Set up projector and screen
- 12:00- Expo is open
- 1:00- Sent out walking sandwich board
- 5:00- Expo ends
- 6:00- Break-down ends

Process:

Intern must be available while the vendors are setting up. Tables should have names of vendors on them so they can be found easily. Need to make sure everyone who needs electricity has it. The Sustain Mid-Maine table is needed to greet people as they come in. Information about the group, and programs should be available. Sign-up sheets for the newsletter and volunteering should be on table as well. Recycling bins for paper, bottles/cans, and electronics were available: accepted any electronics that are accepted by the Waterville Public Library. Projector and screen must be ready for presentations. Should have presentations saved on desk top. A generous volunteer dressed up in a sun costume and stood outside to hand out programs. Other interns should hand out programs as well. This attracted a lot of people. After the vendors have cleared the tables, stack the tables, chairs and gather the extension cords to be returned to the public works department.

Don't Forget:

- Projector
- Screen
- Laptop
- (2) Projector Stands: one for computer, one for projector
- Duct Tape
- Scotch Tape
- Trash Bag
- Pens

Suggestions:

Have a sandwich board right outside building pointing to come inside for the Green Living Expo. Have a larger poster or a banner in the window with Sustain Mid-Maine and Green Living Expo. Have the newsletter and volunteer sign-up sheets available on laptop; handwriting is too hard to read. Have a laptop on the Sustain Mid-Maine displaying pictures or the website. Advertise the paper, bottles/cans, and electronics recycling. The bins were not used in 2009 because they were not advertised. Make t-shirts that volunteers can wear around the Taste, saying "Follow me to Green Living Expo."